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ABSTRACT

The Center for International Business Education at Florida's Daytona Beach Community College (DBCC) was established to help internationalize business programs at the college. This report provides an overview of progress made at DBCC in 1994-95, discussing international business courses and programs developed and resources that have been committed to international business education. Following a brief introduction, the following efforts related to internationalizing the business curriculum are described: (1) sabbaticals, granted to develop an international curriculum for the Technologies Division and an international marketing program; (2) the formation of an international faculty committee to review courses, integrate international components, acquire materials, and attend seminars; (3) the integration of international business topics in the Business Administration, Hospitality Management, and Marketing Management Associate of Science programs; (4) the revision or creation of 15 business courses to address international business topics; (5) attendance at and participation among DBCC faculty in conferences, seminars, and lectures from 1993 to 1995; and (6) institutional membership in business associations and organizations promoting international education. Finally, future directions for DBCC's business department are reviewed, including the development of a model international curriculum for other programs, international exchange programs, high school articulation agreements, and motivational workshops. (TGI)

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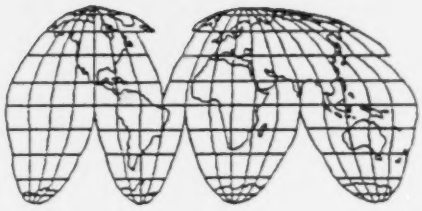

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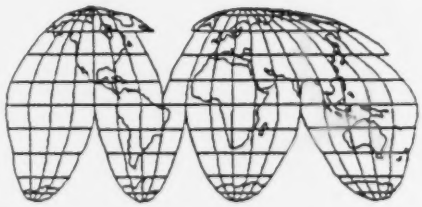

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INTERNATIONALIZING BUSINESS COURSES AND PROGRAMS

International trade or what many term "globalization" gains importance and momentum day by day and will impact businesses large and small. As we approach the year 2000, advances in telecommunications bring more and more people face to face from all over the planet virtually erasing political, cultural, social and economic barriers. What some have termed the "global village" of all people living and working together is here.

This unification, from a business perspective, represents a new paradigm of interacting that is unending and without precedent. Economies of scale are giving way to economies of scope and speed where global coordination of business activities has become a survival skill for entrepreneurs as well as CEO's. For U.S. business this new mode of operating presents both challenges and opportunities. New demands for products and services will create incentives for innovation and improvement as well as demand for a new breed of managers who have an international perspective.

These realities have guided the initiatives of the Business Department in internationalizing courses and programs so that DBCC business programs graduates will possess the international perspectives that employers require.

This report provides an overview of DBCC's International Business Courses and Programs since the establishment of the Center for International Business Education (CIBE) under "Title VI-B Higher Education Act Business and International Education Programs." The center of International Business Education has as one of its primary goals internationalizing business programs at DBCC.

The following is reported to clearly illustrate the efforts that have been made to accomplish this goal as well as the resources that have been committed to international business education.

A. Sabbaticals

B. International Faculty Committee (Task Force)

C. A.S. Programs Emphasizing International Business

D. New and Revised Business Courses

E. Activities and Projects

F. Memberships

G. Future Directions For Business Department

A. Sabbaticals

1. Jim O'Shaughnessy was granted a sabbatical in 1994 in order to develop the international curriculum for the Technologies Division. The work was completed by the end of December, 1994. The results of the study stated that a minor in international business (creation of 3 to 4 international courses) is not viable for DBCC and that modules for existing business courses should be developed.

2. Barbara Buchner was granted a sabbatical in 1994 to develop an International Marketing Program to replace the existing Marketing Management Program. The focal courses of the new Marketing Management International program are: Principles of Global Marketing, International Marketing Dimensions, Retailing Around the World, and Contemporary Advertising Worldwide.

B. International Faculty Committee

In an effort to further internationalization of business courses, the International Faculty Committee was formed on January 4, 1995. The committee membership includes, but is not limited to, Chairperson, Business Department; three (3) business faculty; Director, Center for International Business Education (CIBE); and industry representation from the CIBE Advisory Board.

The following tasks were agreed upon by the committee and accomplished:

1. Faculty members reviewed business courses and documented what international components now exist within various courses.

2. Faculty members integrated international components into business courses that did not have these components.

3. The CIBE library acquired materials on many international business topics.

4. A list of international business speakers has been compiled.

5. International business modules that can be used by full time and adjunct faculty members on all DBCC campuses have been incorporated in business courses.

6. Faculty have attended CIBE meetings, international business workshops and seminars.

7. A video to highlight the many international activities taking place at DBCC is being developed by WCEU.

C. AS Programs Emphasizing International Business

1. Business Administration and Management

Students earning this degree complete courses in management, marketing, accounting, and general business courses such as Introduction to Business and Business Mathematics. Students from the Caribbean, South America, Europe, the Middle East, and Asian countries are continually enrolling and completing this program. All students completing this program now study international business topics which are integrated throughout the curriculum.

2. Hospitality Management

A Travel and Tourism major was created in 1984. The required travel agency courses are also available to non-degree seeking students or as elective courses to business degree seeking students. The Hospitality Program attracts full-time students from around the world. Approximately one-third (33%) of Hospitality Management graduates continue this formal education at various four year institutions. A new course in Tourism Geography has been added to the program to enhance global emphasis.

3. Marketing Management International

MMI is a new program under the Department of Global Business Studies, Division of Business and Technology. The program deals with the impact that global business and international trade has on demographics, psychographics, company profiles, industry, product, price, place, promotion, competition, politics, society, technology, resources, the law, ethics, cultures, etc.

D. New and Revised Business Courses

Following is a list of 15 courses offered by the Business Department that were updated with international education components or created specifically to address international business topics.

Courses

GEB 1011 - **Introduction to Business** - Adopted new text, Business, The American Challenge for Global Competitiveness, which covers GATT, NAFTA, exchange rates, tariffs. This book looks at business from a global perspective.

MAN 2021 - **Principles of Management** - Textbook includes chapter on International Management covering such topics as the nature and scope of international business, multinational corporations, the political, legal, economic, socio-cultural and technological environment of international business.

MNA 2345 - **Supervision of Personnel** - Adopted the tape "World of Opportunity: Managing in a Global Environment."

QMB 1001 - **Business Math** - Currently reviewing textbooks dealing with the metric system and exchange rates. Until new text is adopted supplementary materials will be used.

MAN 2800 - **Small Business Management** - Adopted the tape "World of Opportunity: Managing in a Global Environment." Textbook on International Business for Small Business dealing with opportunities in Global Markets, Special International Transactions and Collections, Marketing to Other Cultures is being used.

HFT 2715 - **Tourism Geography** - Three quarters of this course deals with geographic areas outside of the United States. This required course for Travel and Tourism degree-seeking students will be offered in Fall of 1995.

HFT 2726 - **Introduction to Travel Agency Basics** - International Air Traffic Association's involvement with domestic travel agencies is covered. Passports, visas, proof of citizenship, and other documentation required for the international traveller is also part of this course. Ticketing foreign airlines and cruise ships is also introduced.

HFT 2702 - **Ticketing and Tariff** - the procedures for ticketing on international carriers is an integral part of the course. Foreign taxes and tariffs also represent an essential part of this course.

HFT 1000 - **Introduction to Hospitality** - in order to broaden the international emphasis a new text (Welcome to Hospitality, Chon and Sparrowe, SouthWestern Publishing Company) was adopted for the 95-96 academic year. Global issues in the hospitality industry are addressed throughout this 1995 copyright text.

ECO 2013 - ECO 2023
Basic Economics I (Macro) - Basic Economics II (Micro) - topics include: differences in cultures, social structures, economic and legal systems. Cultural diversity topics include work ethic, concepts of time, and eating habits. Students develop appreciation of cultural differences, language, business practices and gain knowledge of international trade organizations.

MAR 2041 - **Principles of Global Marketing** - Internationalizing The Marketing Mix: A global approach to alternative ways of marketing. Domestic, international and multinational consideration of customer, product, price, promotion and place will be explored. Students complete a marketing plan as part of the course.

MKA 2241 - **International Marketing Dimensions** -Students study the three dimensions of international marketing, marketing across national borders, marketing within foreign countries, and the coordination and integration of a firm marketing in many diverse foreign environments. Marketing students become involved in a major international project.

MKA 2041 - **Retailing Around the World** - Retailing consists of all the activities involved in the sale of goods and services to the ultimate consumer worldwide as well as the structure of all retail outlets. Students create local and global retailing plans.

MKA 2511 - **Contemporary Advertising Worldwide** - Shows the global significance of advertising. "You can tell the ideals of a nation by its advertisements." Students study the global effect of advertising communications on business, industry, and national economies. Marketing and creative strategies are stressed. Students create an advertising campaign. Class is designed not only for students of business, but students of graphic arts, photography, journalism, sociology, political science, history or art. Students complete an advertising campaign as part of this course.

E. Activities and Projects

1993

1. Jim O'Shaughnessy attended the CHRIE/CHIC (Council of Hotel Restaurant Institutional Education/Caribbean Hotel Industry Conference) conference in Jamaica.

2. Jim O'Shaughnessy attended the STTE (Society of Travel and Tourism Educators Conference) in Miami. The conference was of particular value since we were searching for a new travel agency text and a computer training system.

3. Jim O'Shaughnessy made a presentation about involving community colleges in international promotion at the annual NASBITE (National Association of Small Business International Trade Educators) conference.

4. Florida Caribbean Institute and DBCC presented a lecture on "Religion in Haiti." All faculty members of Business Department attended.

1994

1. DBCC hosted Hilda Thulare, a South African student, who attended business courses to improve her supervisory skills. Hilda shared information with other students about South Africa's population, geography, culture, natural resources, businesses, and services and products. (Clough, Delaney, Nestor)

2. A report was developed by the Florida Resource Center based upon input from the International Business Focus Group. This report guided the internationalization of the business curriculum. This resulted in 15 new and/or modified business courses addressing international topics.

3. Faculty attended the annual CCID (Community Colleges for International Development) conference in Orlando as part of their professional development activities. (Buchner, Delaney, O'Shaughnessy)

4. Barbara Buchner completed a seminar in Exporting offered by the Center for International Business Education.

5. Barbara Buchner received the 1994 Community Colleges for International Development (CCID) faculty award.

6. Barbara Buchner visited Republic of Ireland to create a video documentary outlining educational opportunities. Educational representatives were interviewed (St. Patrick's College, Trinity, University of Limmerick and University of Galway - Fashion School of Design, County Cork).

7. Three business faculty attended a conference sponsored by the CIBE and Florida-Mexico Institute called "Florida-Mexico Market Trade and Opportunities Under Nafta." (Buchner, Delaney, O'Shaughnessy)

8. Faculty attended a lecture by the Honorable Jerry Apodaka, the former governor of New Mexico, on "Summit of the Americas 1994." He visited DBCC as part of the Distinguished Lecturer series. (Buchner, Delaney)

9. Jim O'Shaughnessy visited the Instituto de Campeche, Campeche, Mexico, to begin collaboration on hospitality program articulation and other initiatives such as faculty and student exchanges.

1995

1. International faculty committee (task force) formed to internationalize business courses and to coordinate academic offerings with CIBE offerings.

2. Twenty Marketing Management International students put on "Globang" a trade show at the Adams Mark Hotel during the ACIIE (American Council of International/Intercultural Education) conference. Students selected a country to represent and sold products of that country. Faculty attended this conference. (Buchner, Delaney, O'Shaughnessy)

3. Two faculty members participated in the Trade Mission to Campeche, Mexico. This group visited two post-secondary educational institutions--one in Campeche and one in Playa del Carmen. (Buchner, Delaney)

4. International Education Consortium was formed by Sister Cities International with four other local colleges and the Volusia County School Board to coordinate all international education efforts in Volusia County. Evelyn Delaney is chairing the consortium and F. Bertot, B. Buchner, and E. O'Shaughnessy are members.

5. Local experts on International Marketing have served as guest speakers in various business courses raising awareness that Volusia County businesses are reaching out to new markets and new customers.

6. The new Marketing Management International Program was made available and the International Marketing course enrolled 18 students.

7. Barbara Buchner was a presenter at the CCID (Community Colleges for International Development) 1995 Winter Conference. She presented examples of hands-on international projects planned and organized by MMI students. (PRET) (IZMAILOVA)

8. Barbara Buchner prepared a video of the Campeche Trade Mission for use in business classes.

9. Faculty were appointed to the Board of Directors of Sister Cities. (Buchner, Delaney)

10. Barbara Buchner was a speaker at ACIIE - American Council on International/Intercultural Education where she described the curriculum changes in the Marketing Management International Program.

F. Memberships

1. January 1995, DBCC became a full CCID (Community Colleges for International Development) member.

2. In February 1995, DBCC became members of the International Federation for Business Education.

3. DBCC has been a member of ACIIE (American Council on International/Intercultural Education) since 1990.

4. DBCC has been a member of NASBITE (National Association of Small Business International Trade Educators) since 1990.

5. DBCC is a member of NAFSA--Association of International Educators.

6. The Florida Caribbean Institute is housed on the DBCC Daytona campus and co-directed with Florida International University.

G. Future Directions for Business Department

1. The department will provide the model for designing and implementing international education curriculum within existing programs at Daytona Beach Community College as well as for other schools and colleges.

2. Students and faculty will study business through international exchange programs.

3. The Volusia and Flagler County high schools will be involved with articulation of international business courses within their tech prep programs as well as with an Academy of International Marketing.

4. Additional South African fellows will be hosted by the Business Department.

5. New brochures will be designed for promotion of business degrees that highlight our international focus.

6. The department will offer motivational workshops for faculty who would like to get involved in International Projects.

7. The department will offer workshops for high school teachers Volusia/Flagler to share our international expertise.

8. The department will work with WCEU on the production of an international video to aid in marketing Daytona Beach Community College worldwide.

9. The department will support the activities of DBCC related to the Gulf of Mexico Accord and Campeche week.

Conclusion

The 1994-1995 academic year was a time of intense activity for faculty in the business department who became involved in internationalizing business courses and programs. Although we have made significant progress, there is more to be done.

The support of Dr. Don Matthews and Mr. Francisco Bertot (CIBE) was instrumental in the many accomplishments cited in this report. The Business Department is very appreciative of their interest and support of International Business Education.

For further information about international business education at Daytona Beach Community College, please contact Dr. Evelyn Delaney.